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COMMODORE ANNOUNCES \$5 MILLION ADVERTISING
CAMPAIGN FOR 64K PERSONAL COMPUTER

(Valley Forge, PA, September 8, 1982) -- Commodore Business Machines, Inc. is spearheading the introduction of its Commodore 64 Personal Computer with a hard-hitting \$5 million advertising campaign -- largest budget ever allocated by the company to introduce a new product.

"The television campaign will be the largest media launch in Commodore's history. It will easily surpass our original television campaign for the VIC-20," said Kit Spencer, Commodore's vice president-marketing.

TV coverage will include 30 second spots during prime time shows, major sporting events, family home programming and late night entertainment.

The initial campaign, which features both print advertisements and television spots, will cost more than \$5 million and will run through the end of 1982. Print advertisements are already appearing in various newspapers and magazines and the television campaign is slated to begin September 27.

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Spencer stressed the hard-hitting aspect of the advertising campaign: "The Commodore 64 is in a class by itself in terms of price/performance, but we're going to leave no doubt in the consumer's mind. When someone decides to purchase a personal computer, we'll make sure they know that nothing in its price range can top the Commodore 64.

"Our comprehensive print coverage will feature specific ads geared toward each segment of the microcomputer market," he continued. "These will include multi-page spreads in the magazines most read by business people, educators, hobbyists, home users, and professional/technical executives.

According to Diane Marco, director of advertising, an equally important aspects of promoting the Commodore 64 is the commitment made to supporting dealer efforts to advertise the product. "We have developed a thorough dealer support program to complement our own campaign," said Marco. Like every other aspect of the 64's development, we're going to do a professional job right from the beginning." These dealer support materials include in-store displays, co-op materials, radio scripts, and brochures, Marco said.

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Computer Business Machines, Inc., is a wholly owned subsidiary of Commodore International Ltd. (NYSE:CBU), a fully-integrated manufacturer of advanced microcomputer systems, consumer electronics products, semiconductors and office equipment. Commodore's Computer Systems Division markets the Commodore MAX Machine (tm), VIC-20 (tm), Commodore 64 (tm), PET (r), CBM (tm) and SuperPET (tm) computer systems and software to major accounts and stores.